




# Consumer Marketing Report

Tourism Advisory Council Meeting  
June 5, 2007




# Montana Kids! Promotion



OFFICIAL MONTANA WEBSITE

KIDS HOME	AGRICULTURE & BUSINESS	FACTS & FIGURES	ACTIVITIES & GAMES	THINGS TO SEE & DO	PLANTS & ANIMALS	HISTORY & PREHISTORY	COOL MONTANA STORIES
-----------	------------------------	-----------------	--------------------	--------------------	------------------	----------------------	----------------------




WELCOME TO MONTANAKIDS.COM


PARENTS: [visitmt.com](http://visitmt.com)

### Win An Adventure Vacation!


Here's your chance to win a trip for you and your family to Montana — and you even get to choose your own adventure!



Mountain Adventure



Dig Dinos




Ranch Fun


[Enter Now >>](#)

### Feature Stories

#### The Sounds of Montana




Hear some of the sounds found in Montana!

[FIND OUT MORE](#) 

---

### People And Jobs



Montanan's aren't all cowboys. Find out about Montana people and jobs





# Montana Kids! Promotion

- New target audience this year: parents
- Trip Giveaway
  - ◆ Mountain Adventure
  - ◆ Dinosaur Dig
  - ◆ Ranch Rendezvous



# Montana Kids! Promotion

- Online Media: \$44,000

- ◆ Disney.com
- ◆ Away.com
- ◆ Orbitz.com
- ◆ FamilyTravelNetwork.com
- ◆ FamilyTravel.com

- Radio Media: \$10,000

- ◆ Radio Disney



# In-State Television

# "In Your Backyard" Campaign

- Encourage Montanans to travel the state
- FY05/06 "Blinders" spot w/ 3 features:
  - Angler Education
  - Waters of Montana
  - Dinosaur Trail
- May 21 – July 1, 2007
  - 5-week schedule in a 5-week flight
  - Broadcast TV & Cable TV
- Media Budget: \$100,000





# Minneapolis/St. Paul

## Summer Key Market Campaign





# Treasure Trek

## (Minneapolis/St. Paul Promotion)

### GOALS:

- Increase visitation from the MSP market
- Build relationships with potential visitors
- Increase overall awareness of Montana's Warm Season
- Promote all regions of Montana

# Treasure Trek (MSP)

- 6 Caches placed over 5 weeks
  - April 14 (two), 21, 29
  - May 5, 12
- Grand prize "Trip to Montana"

# Media Efforts

- Radio
- Out-of-home
  - Skyways
  - Retail Partners
  - Kick-off Events
- PI-TV and Spot TV tie-ins
- Online: push the Treasure Trek in MT



# MSP Marketing Efforts

## Radio

- Family Spot (:60) 📻
- Couple Spot (:60) 📻

**MONTANA**  
BIG SKY COUNTRY

# MSP Skyways




**MONTANA**  
TREASURE TREK

**WIN A FREE  
MONTANA VACATION**

**MONTANA TREASURE TREK.COM**

Enter online and find clues to weekly prizes hidden  
in the Twin Cities, starting April 14 and ending May 18!

SPONSORED BY:  





**MONTANA**  
TREASURE TREK

**WIN VALUABLE CACHE PRIZES**  
**APRIL 14-MAY 18**  
[MONTANATREASURETREK.COM](http://MONTANATREASURETREK.COM)

From April 14 through May 18, we'll be hiding caches all around the Twin-Cities. Go to [MonanaTreasureTrek.com](http://MonanaTreasureTrek.com) for clues, and cache in on weekly prizes or the grand prize—a trip to Montana.

SPONSORED BY:

MAGELLAN NORTHWEST AIRLINES



**MONTANA**  
TREASURE TREK

**WIN VALUABLE CACHE PRIZES**  
**APRIL 14-MAY 18**  
[MONTANATREASURETREK.COM](http://MONTANATREASURETREK.COM)

From April 14 through May 18, we'll be hiding caches all around the Twin-Cities. Go to [MonanaTreasureTrek.com](http://MonanaTreasureTrek.com) for clues, and cache in on weekly prizes or the grand prize—a trip to Montana.

SPONSORED BY:

MAGELLAN NORTHWEST AIRLINES



www.MontanaTreasureTrek.com | - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address http://montanatreasuretrek.com/Clues.html

PLAY PRIZES CLUES WINNERS BLOG

**MONTANA TREASURE TREK**

**WIN VALUABLE CACHE PRIZES**

**APRIL 14 - MAY 18**

**ENTER YOUR SECRET CODE WORD FOR WEEKLY PRIZES**

**ENTER TO WIN A FREE TRIP TO MT**

**MONTANA TRAVEL INFORMATION**

**JUST FOR FUN**


**FIND HIDDEN TREASURE IN MONTANA**


**HOME**

**CLUES**

Please follow the clues below that will guide you to this week's hidden cache location. The cache contains a secret code word which will allow you to enter this week's prize drawing.

**Cache 4**

 [CLICK TO ENLARGE](#)

 [CLICK TO ENLARGE](#)


**GPS COORDINATES**

44.853840° N  
-93.240433° W

**Clues:**

- Experience Three Rivers – find yourself on the Elm Creek Park Reserve near Maple Grove
- Follow Hwy. 81 to Fernbrook Lane
- Behind Eastman Nature Center, explore the winding path to the creek
- Just before the Oxbow's bridge, on the left side of the trail, search for an out-of-place nesting box...there you'll find the treasure

Note: The Park and all trails are open 5 a.m. to sunset. The Eastman Nature Center is open Monday - Saturday 9 a.m. - 5 p.m. and Sunday noon - 5 p.m.



• Sponsors  
• Rules

# MSP Treasure Trek

## *Results*

- 2,002 sweepstakes entries
- Total unique website visitors: 6,906
- Total website hits: 391,312
- CPI: \$47.45



# Regional Drive Markets

## Summer Campaign



# Treasure Trek

## *In-state Treasure Hunt*

### GOALS:

- Increase visitation and extend length of stay
- Increase Montana shoulder-season awareness/visitation
- Increase visitation to lesser-traveled areas, *showcase "off the beaten path"*
- Build relationships
- Promote all regions of Montana

# Targets

Mix of families, outdoor enthusiasts and active matures in select markets:

- Washington
- Oregon
- North Dakota
- South Dakota
- Wyoming
- Alberta, Canada

# Media Efforts

- Co-op Newspaper Insert: \$150,000
  - 12-page, 4C insert
  - 750,000 circ.
- Radio in select markets: \$190,000
  - WY: Casper, Gillette
  - ND: Bismarck, Minot, Williston
  - SD: Rapid City, Sioux Falls, Pierre
  - OR: Bend, Pendleton-Hermiston
  - Alberta: Regina, Lethbridge
- Seattle
  - SEA-TAC Airport Ads
  - E-mail/Cellphone Traffic Alerts
  - PI/Spot TV Support

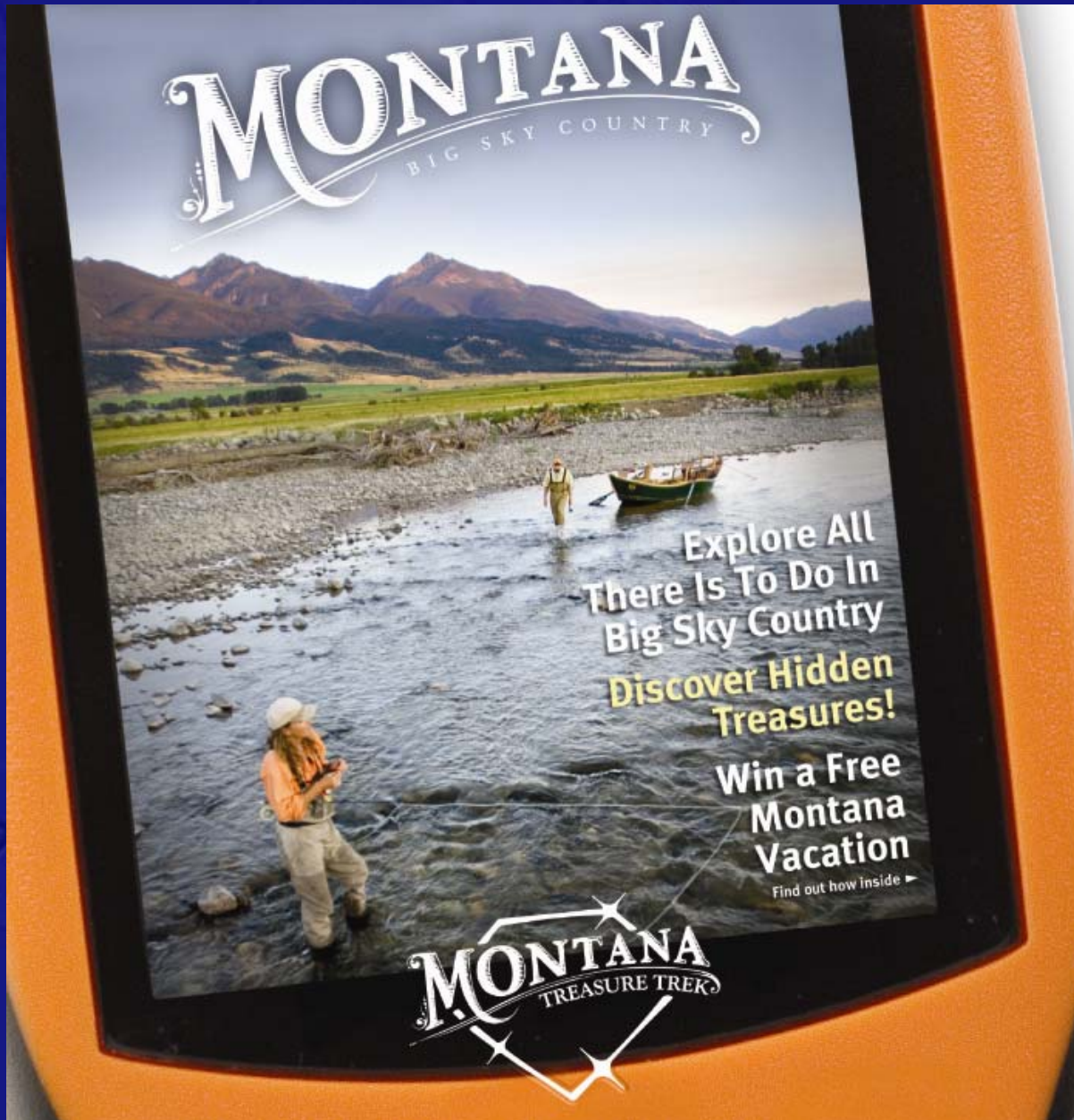


# In-State Treasure Trek

- Timing: May 12 – July 14, 2007
- 3 caches per region throughout promotion
  - prizes replenished every-other week over an 8-week period
  - Museum admission, hotel stay, Magellan products
- Grand Prize *"Trip to Montana"*



**MONTANA**  
BIG SKY COUNTRY

# Newspaper Insert



# Regional Marketing Efforts

## Radio

- Family Spot (:30) 
- Couple Spot (:30) 



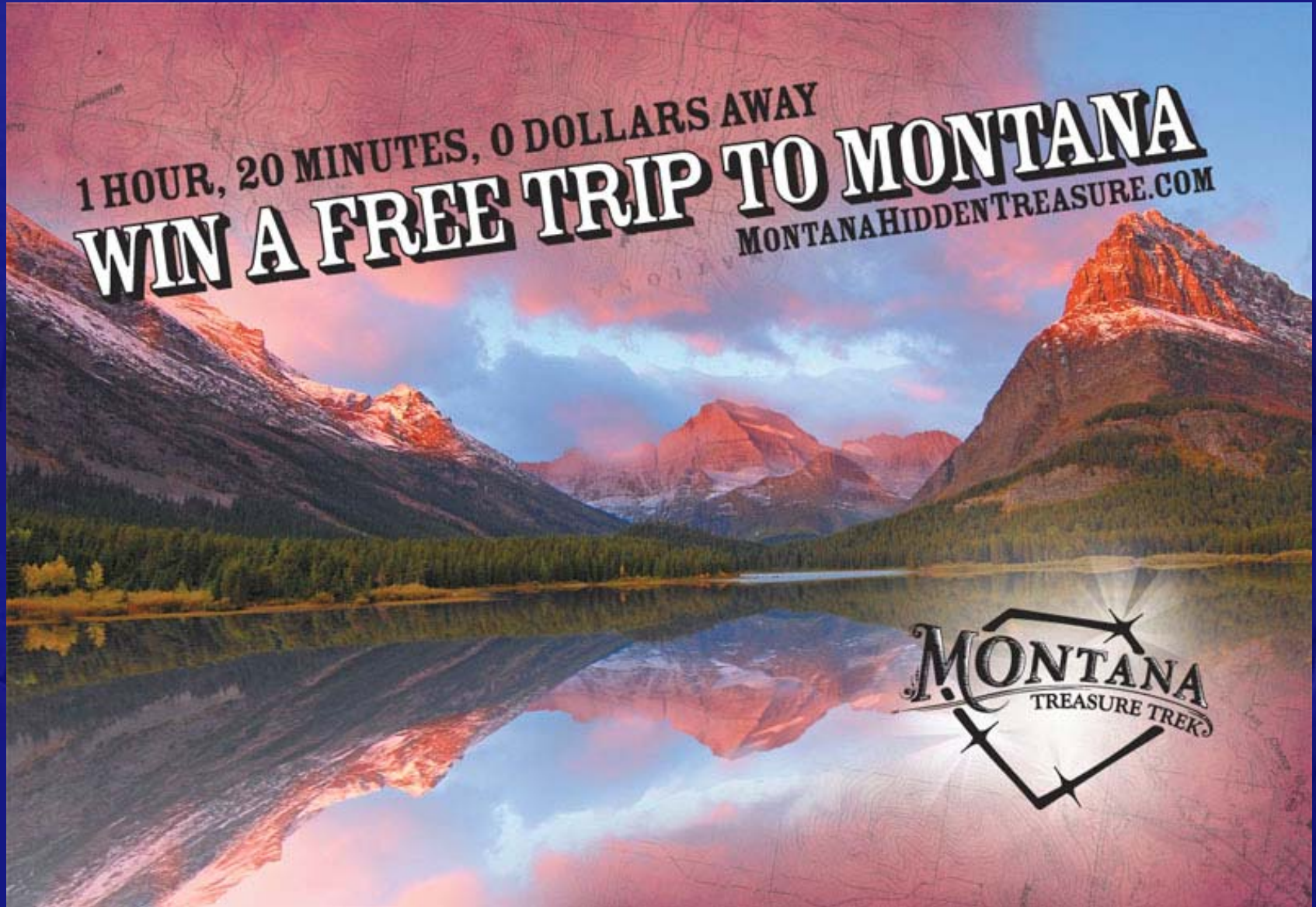


# Seattle-Tacoma Airport

1 HOUR, 20 MINUTES, 0 DOLLARS AWAY  
**WIN A FREE TRIP TO MONTANA**  
MONTANAHIDDENTREASURE.COM









# SEA TV

*featuring the Montana Treasure Trek*



www.MontanaHiddenTreasure.com | Clues - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites RSS Print Mail News Groups

Address http://montanahiddentreasure.com/Clues.html Go

PLAY PRIZES CLUES

**MONTANA TREASURE TREK**

**FIND THE HIDDEN TREASURE**  
MAY 12 - JULY 14

**ENTER TO WIN**  
A FREE TRIP TO MT

**MONTANA TRAVEL**  
INFORMATION

**JUST FOR**  
**FUN**

**THE**  
**WINNERS**

**MT HIGHWAY**  
**MAP**

**ORDER A TRAVEL**  
**PLANNER**

**HOME**

**CLUES**

Red diamonds on the map below show the general vicinity of the 18 locations hidden all across Montana. Click on each diamond for detailed clues and GPS coordinates for each of the hidden caches to help you find the treasure.

» View Our Sponsors

• Rules

• Contact

• MT Caches

• Privacy Policy

Sponsored By:



# In-State Treasure Trek

## *To-Date Results*

- 2,800+ sweepstakes entries w/ 65% requesting a vacation planner
- 3,000+ leads from newspaper co-op
- Total unique website visitors: 6,509
- Total website hits: 264,592
- Website referrals from MSP promo: 558
- Great feedback!



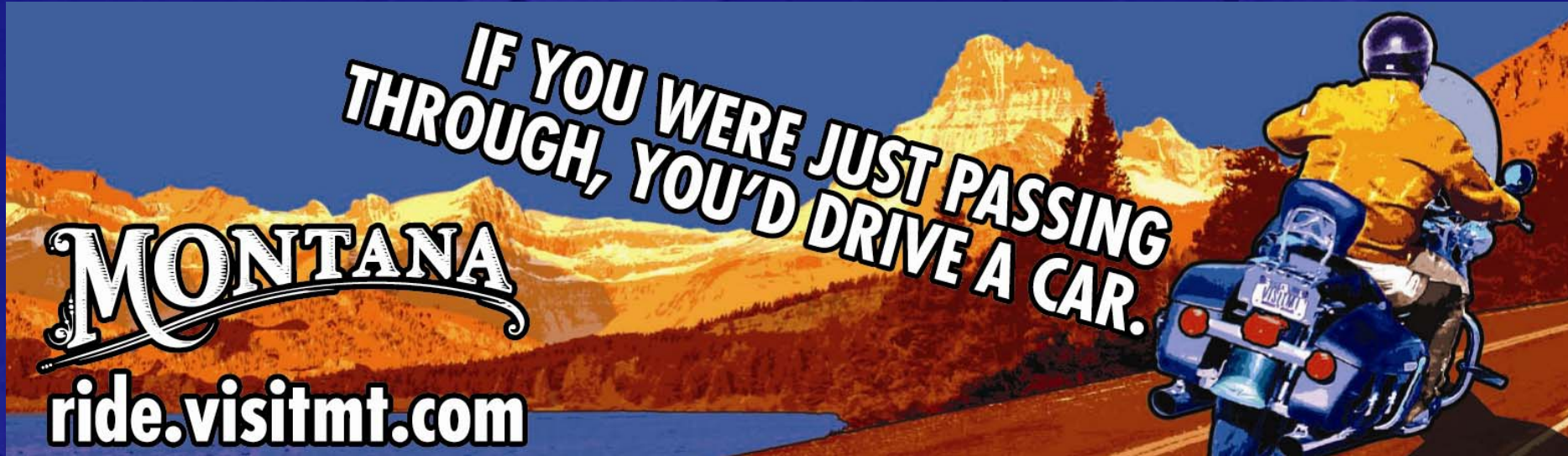
# Motorcycle Campaign



# Motorcycle Campaign

- BMW MOA Annual Rally Sponsorship- July 2007
- Sturgis Route Billboards
  - May-August 2007
  - 3 boards along I-90 & Hwy 16  
(Rapid City/Sturgis/Black Hills NF corridor)
- Vacation Planner Distribution
  - Harley-Davidson dealerships in the western US
  - BMW Rally

# Motorcycle Billboard



# Other Campaigns & Projects

- 3 Parks
- Branding Initiative
- Winter Season Updates





Presentation will be available at:

[www.travelmontana.mt.gov](http://www.travelmontana.mt.gov)